



THE CITY OF SAN DIEGO
Water Department
PRESS RELEASE

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Billboard Showcases Student's Water Conservation Art

SAN DIEGO – The City of San Diego's Water Conservation Program has teamed with Ewing Irrigation and Clear Channel Outdoor to feature children's art on a billboard during the month of March. The billboard highlights the importance of water conservation and is located at University Avenue and 45th Street, in the community of City Heights.

"Thanks to Clear Channel Outdoor and the generosity of Ewing Irrigation, we are able to once again encourage water conservation with a colorful, lively billboard," said Luis Generoso, Water Resources Manager for the City of San Diego Water Department. "We received such great feedback from displaying student artwork on billboards in previous years that we wanted to continue this tradition. It's a unique and enjoyable way to show that water stewardship is for every age in our community."

The billboard features a poster created by one of the winners of the 2005 Water Conservation Poster Contest, Michael Cao, who at the time was a second grader at Hearst Elementary School. The Annual Water Conservation Poster Contest is open to all 1st through 6th grade students from City of San Diego public and private schools. All students who enter the contest receive a certificate of participation, and 18 winners receive prizes and have their artwork featured in a calendar. Teachers interested in entering their students' artwork in the 2006 poster contest can get more information and download an entry form at www.sandiego.gov/water/conservation. The deadline to submit entries is March 29, 2006.

For companies or organizations interested in sponsoring and getting their logo on a billboard, the Water Conservation Calendar, or other art-related water conservation projects, please contact Ruby Alejandria at (619) 232-2112.

The Water Conservation Program reduces water demand through promoting or providing incentives for the installation of hardware that provides permanent water savings, and by providing services and information to help San Diegans make better decisions about water use. For more information about Water Conservation, visit www.sandiego.gov/water or call 619.515.3500.